IN THE CLAIMS:

1. – 12. (canceled)

13. (new) A method for selecting one or more postal objects from a plurality of postal objects for assembly in a plurality of mail packages, each mail package being directed to one of a plurality of customers, the method comprising the steps of:

identifying the plurality of customers;

identifying the plurality of objects;

determining an access charge for each object by customer, which access charge is determined as a function of an expected gross profit from the customer, a probability of success of the object with respect to the customer, and provisioning costs for the object, such that an expected return on investment from the customer for an object is substantially the same for each of the plurality of customers.

14. (new) The method of claim 13, further comprising the step of:

selecting one or more objects from the plurality of objects to be assembled into one of the plurality of mail packages, such that an expected value for the mail package is maximized.

15. (new) The method of claim 14, wherein the expected value for the mail package is a function of the access charge for each selected object and the provisioning costs, and object selection is subject to one or more predetermined constraints.

16. (new) The method of claim 15, wherein each object has an object type selected from the group consisting of outgoing envelopes, primary documents, return envelopes, and inserts.

17. (new) The method of claim 16, wherein the one or more predetermined constraints include at least one of a weight constraint and a number of objects constraint for each mail package.

18. (new) The method of claim 17, wherein the number of objects constraint specifies at least one of a minimum number of objects constraint and a maximum number of objects constraint for each of one or more of the object types.

19. (new) The method of claim 15, wherein object selection is also determined as a function of managerial prerogatives.

20. (new) The method of claim 19, wherein the managerial prerogatives may specify a status by customer for each selectable object, which specified status includes one of "do not use", "absolute priority", "high priority" and "normal priority".

21. (new) The method of claim 17, wherein the weight constraint is specified as a total weight of all objects included in the mail package.

22. (new) The method of claim 18, wherein ones of the one or more objects selected for each mail package are assembled into one or more object packets, and the mail package is assembled from at least one of the one or more object packets one or more of the plurality of objects

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23. (new) The method of claim 22, wherein the one or more object packets and/or single objects are assembled by offline processing (are single objects assembled offline into anything but packets?).

24. (new) The method of claim 23, wherein the plurality of mail packages are assembled by online processing.

25. (new) The method of claim 24, wherein the one or more object packets produced by offline processing are stored in a packet storage device and retrieved for on-line processing.

26. (new) The method of claim 24, wherein the storage and retrieval steps are performed by one or more packet retrieval transfer devices.

27. (new) The method of claim 15, wherein the selection step is performed using goal integer programming.

28. (new) The method of claim 15, wherein provisioning costs include printing and ink (not sure whether this is treated in the specification, if so, let's write as an additional dependent claim) costs.

29. (new) The method of claim 18, wherein the one or more object types include inserts.

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30. (new) The method of claim 19, wherein the selection step is performed using goal integer programming.

31. (new) A method of selecting objects from a plurality of objects to be provided to each of a plurality of customers, the method comprising the steps of:

identifying the plurality of customers;

identifying the plurality of objects;

determining an access fee for each object by customer, wherein each access fee is variably determined.

32. (new) The method of claim 31, wherein the access fee for each object by customer is determined such that an expected return on investment for an object is substantially the same for each of the plurality of customers.

33. (new) The method of claim 31, further comprising the step of:

selecting one or more objects from the plurality of objects to be provided to each of the customers, such that the expected return on investment for each customer is maximized.

34. (new) The method of claim 32, wherein the expected return on investment for each customer is a function of the access fee for each selected object and provisioning costs, and object selection is further subject to one or more predetermined constraints.

35. (new) The method of claim 34, wherein the plurality of objects includes sales offers for unsold airline seats.

36. **(new)** The method of claim 34, wherein the plurality of objects includes sales offers for unsold shipping capacity.

37. **(new)** The method of claim 34, wherein the plurality of objects includes sales offers to be provided in postal mail packages directed to each of the plurality of customers.

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